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Wendy Konfirst, Class of '00 IWU Student Wins Outstanding Marketing Student Award

BLOOMINGTON, Ill.--Illinois Wesleyan University senior business administration and art major Wendy Konfirst of Lockport, Ill., has been named the Outstanding Marketing Student for the IWU chapter of the American Marketing Association (AMA).

Sponsored by the AMA of St. Louis, Konfirst received the award at the 39th Annual Marketing Conference on Feb. 25 at the Adam's Mark Hotel in downtown St. Louis.

"I was very honored and surprised," said Konfirst. "There were schools from all over the area at the conference, and one student from each school was selected to be Marketer of the Year."

More than 400 students and faculty from five states attended the event. Conference activities included a panel discussion with executives from leading advertising, public relations, internet design, media consulting and marketing firms. In addition, the conference featured a roster of speakers from Southwest Airlines, The St. Louis Post Dispatch, The Republic of Tea (a specialty tea marketer) and Brand Consultancy (a brand development firm). In addition, career specialists in internet/e-commerce, direct marketing and research held sessions for conference participants.

Konfirst feels her study of art and business administration will enable her to understand the two aspects of selling a product to the general public--strategy and creativity. The combined study has also prepared Konfirst to think beyond overall profit and to concentrate on what the customer really wants.

"Wendy has made a major difference in the IWU chapter of the AMA. She brings unusual skills to bear because of her double degree in business and art, which will stand her in good stead as she pursues a career in marketing communication," said Fred Hoyt, associate professor of business administration and faculty advisor to Illinois Wesleyan's AMA chapter.

After Konfirst completes her double degree in August, she plans to become involved in marketing and package design.

The IWU chapter of the AMA has approximately 30 members, who are primarily junior and senior business administration majors. Since it was chartered in 1989, the IWU chapter of the

AMA has received two awards for its work as a student chapter from the AMA International.

Founded in 1937, the AMA is the world's largest and most comprehensive professional society of marketers, consisting of more than 45,000 worldwide members and 500 chapters across North America. The goal of the AMA is to promote education and assist in personal and professional career development among marketing professionals.

Worldwide, there are 400 collegiate chapters of the AMA with approximately 14,000 members. The mission of the collegiate chapters of the AMA is to further the professional development of students through leadership training and involvement in the field of marketing.

About Illinois Wesleyan University

IWU, founded in 1850, enrolls about 2,070 students in a College of Liberal Arts, and individual schools of Music, Theatre Arts, Art and Nursing. Since 1994, these facilities have been added to the IWU campus: a \$15 million athletics and recreation center, a \$25 million science center, a \$6.8 million residence hall, a \$5.1 million Center for Liberal Arts and a \$1.65 million baseball stadium. Construction is underway on a \$23 million library and \$6 million student center. Kiplinger's Personal Finance Magazine ranks Illinois Wesleyan University 12th among the nation's 1,600 private colleges in providing a top-quality education at an affordable cost. Also sharing IWU's rank are Princeton and Dartmouth.